

# ORDER



**Orders**  
**Order / Rev:** 705913  
**Alt Order #:** 06261286  
**Product Desc:** QUAYLE FOR AZ CD  
**Estimate:** 813819  
**Flight Dates:** 08/13/12 - 08/19/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** Political

**KPNX**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Ben Quayle for Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/13/12	08/19/12	26	\$19,000.00	\$16,150.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	26	\$19,000.00	\$16,150.00	50.10
<b>Totals</b>	<b>26</b>	<b>\$19,000.00</b>	<b>\$16,150.00</b>	<b>50.10</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KPNX	20%	\$19,000.00
Market	100%	\$95,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	80%	\$76,000.00

Order / Rev: 705913  
 Alt Order #: 06261286  
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: Ben Quayle for Congress  
 Product Desc: QUAYLE FOR AZ CD  
 Estimate: 813819  
 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/17/12	08/17/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$350.00		1.60			
E 2	KPNX	08/17/12	08/17/12	M-F 4-5p 12 News EVB	CM	4-5p	----F--	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00
12 NEWS 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$275.00		2.80			
E 3	KPNX	08/17/12	08/17/12	M-F 530-6a 12 News Today	CM	530-6a	----F--	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$150.00		1.60			
E 4	KPNX	08/17/12	08/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$400.00		1.60			
E 5	KPNX	08/17/12	08/17/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,000.00	P-2	1.60	NM	1	\$2,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$2,000.00		1.60			
E 6	KPNX	08/13/12	08/13/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00
12 NEWS 4P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$275.00		2.80			
E 7	KPNX	08/13/12	08/13/12	M-F 530-6a 12 News Today	CM	530-6a	M-----	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$150.00		1.60			
E 8	KPNX	08/13/12	08/13/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$400.00		1.60			
E 9	KPNX	08/18/12	08/18/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$1,300.00	P-2	1.60	NM	1	\$1,300.00
LATE NEWS rr from 1100 to 1300 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$1,300.00		1.60			
E 10	KPNX	08/19/12	08/19/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	:30	1	\$1,300.00	P-2	1.60	NM	1	\$1,300.00
LATE NEWS rr from 1100 to 1300 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,300.00		1.60			
E 11	KPNX	08/19/12	08/19/12	Sun Prime 1st Half Sun Prime Other A	CM	6-10p	-----S	:30	1	\$2,000.00	P-2	4.10	NM	1	\$2,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$2,000.00		4.10			
E 12	KPNX	08/16/12	08/16/12	M-F 3-4p Ellen	CM	3-4p	---T---	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$350.00		1.60			
E 13	KPNX	08/16/12	08/16/12		CM	4-5p	---T---	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00

Order / Rev: 705913  
 Alt Order #: 06261286  
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: Ben Quayle for Congress  
 Product Desc: QUAYLE FOR AZ CD  
 Estimate: 813819  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KPNX	08/16/12	08/16/12	M-F 530-6a 12 News Today	CM	530-6a	---T---	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
				12 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	---T---			1			\$150.00			1.60		
E 15	KPNX	08/16/12	08/16/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---T---	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
				TODAY											
Week:		08/13/12	08/19/12	---T---			1			\$400.00			1.60		
E 16	KPNX	08/16/12	08/16/12	Thu Prime C Rock Center with BW	CM	9-10p	---T---	:30	1	\$2,500.00	P-2	1.60	NM	1	\$2,500.00
				ROCK CENTER											
Week:		08/13/12	08/19/12	---T---			1			\$2,500.00			1.60		
E 17	KPNX	08/14/12	08/14/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
				ELLEN											
Week:		08/13/12	08/19/12	-T-----			1			\$350.00			1.60		
E 18	KPNX	08/14/12	08/14/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00
				12 NEWS 4P											
Week:		08/13/12	08/19/12	-T-----			1			\$275.00			2.80		
E 19	KPNX	08/14/12	08/14/12	M-F 530-6a 12 News Today	CM	530-6a	-T-----	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
				12 NEWS TODAY											
Week:		08/13/12	08/19/12	-T-----			1			\$150.00			1.60		
E 20	KPNX	08/14/12	08/14/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-T-----	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
				TODAY											
Week:		08/13/12	08/19/12	-T-----			1			\$400.00			1.60		
E 21	KPNX	08/15/12	08/15/12	M-F 4-5p 12 News EVB	CM	4-5p	--W----	:30	1	\$275.00	P-2	2.80	NM	1	\$275.00
				12 NEWS 4P											
Week:		08/13/12	08/19/12	--W----			1			\$275.00			2.80		
E 22	KPNX	08/15/12	08/15/12	M-F 5-530a 12 News Today	CM	5-530a	--W----	:30	1	\$125.00	P-2	1.60	NM	1	\$125.00
				12 NEWS TODAY											
Week:		08/13/12	08/19/12	--W----			1			\$125.00			1.60		
E 23	KPNX	08/15/12	08/15/12	M-F 530-6a 12 News Today	CM	530-6a	--W----	:30	1	\$150.00	P-2	1.60	NM	1	\$150.00
				12 NEWS TODAY											
Week:		08/13/12	08/19/12	--W----			1			\$150.00			1.60		
E 24	KPNX	08/15/12	08/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W----	:30	1	\$400.00	P-2	1.60	NM	1	\$400.00
				TODAY											
Week:		08/13/12	08/19/12	--W----			1			\$400.00			1.60		
E 25	KPNX	08/15/12	08/15/12		CM	9-10p	--W----	:30	1	\$2,500.00	P-5	1.60	NM	1	\$2,500.00

Order / Rev: 705913  
 Alt Order #: 06261286  
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: Ben Quayle for Congress  
 Product Desc: QUAYLE FOR AZ CD  
 Estimate: 813819  
 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wed Prime C											
				Law & Order: SVU											
L&O SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----		1				\$2,500.00 *		1.60			
E 26	KPNX	08/16/12	08/16/12	Thu Prime C	CM	9-10p	---T---	:30	1	\$2,100.00	P-2	1.60	NM	1	\$2,100.00
				Rock Center with BW											
				ROCK CENTER rr from 2500 to 2100 per mike											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1				\$2,100.00 *		1.60			
													Totals	26	\$19,000.00

\*Tax 1 Note: Tax 0.5%.